



WEWS

# ORDER

Flight Dates **10/18/12-10/21/12**

Contract / Revision      **314933 /**      Product **CAMPAIGN HD-7**  
Original Date / Revision      Agency Com    15%  
    10/17/12    10/17/12      Billing Contact  
Advertiser **Ohio House Republican Org**  
    **7720 Benson Road**  
    **Carroll, OH 43112**  
Agency    **Midwest Communications &**  
Buying Contact  
**49 S Grant Avenue**  
**Columbus, OH 43125**  
Sales Office    WEWSL  
Sales Region   LOC  
Agency Ref

Order Sep                    00:20:00  
Estimate #  
Alt Order #  
Billing Type            Cash  
Order Type            GENERAL  
Billing Cycle           EOM/EOC  
Billing Calendar    BROADCAST  
Demographic        A25-54  
Rev Codes            POL            POL            CAND  
Product Codes    PL  
Priority                P-1  
Advertiser Ref

Primary Account Executive  
 Bill Young

Account Executive	Order%	Start Date	End Date
Bill Young	100%		

Order Share 100% Market Value 45225

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	39	\$38,441.25	\$45,225.00	0.00	10/01/12	10/21/12	39	\$38,441.25	\$45,225.00
Totals	39	\$38,441.25	\$45,225.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WEWS	10/18/12	10/21/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	---TFSS	:30	3	\$2,400.00	P-2	0.00 NM	3	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---TFSS		3			\$2,400.00		0.00			
N 2	WEWS	10/18/12	10/21/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	---TF--	:30	2	\$650.00	P-2	0.00 NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			



**WEWS**

Print Date: 10/18/12

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Contract / Revision     **314933**     Flight Dates **10/18/12-10/21/12**

Hiatus Dates

Original Date / Revision   10/17/12/   10/17/12

Order Sep   00:20:00

Advertiser   **Ohio House Republican Or**   Product **CAMPAIGN HD-7**

Estimate #

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	10/18/12	10/21/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	---TF--	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	2		\$650.00		0.00						
N 3	WEWS	10/18/12	10/21/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	---TF--	:30	4	\$950.00	P-1	0.00	NM	4	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	4		\$950.00		0.00						
N 4	WEWS	10/18/12	10/21/12	M-F 9-10a Kelly	CM	Kelly	---TF--	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	2		\$650.00		0.00						
N 5	WEWS	10/18/12	10/21/12	M-F 10-11a Dr Oz	CM	Dr Oz	---TF--	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	2		\$650.00		0.00						
N 6	WEWS	10/18/12	10/21/12	M-F 11-12p The View	CM	The View	---TF--	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	2		\$1,200.00		0.00						
N 7	WEWS	10/18/12	10/21/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	---TF--	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	2		\$1,000.00		0.00						
N 8	WEWS	10/18/12	10/21/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	---TF--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	1		\$1,000.00		0.00						
N 9	WEWS	10/18/12	10/21/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	---TF--	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	2		\$1,000.00		0.00						
N 10	WEWS	10/18/12	10/21/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	---TF--	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	2		\$1,200.00		0.00						
N 11	WEWS	10/18/12	10/21/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	---TF--	:30	2	\$1,800.00	P-2	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	2		\$1,800.00		0.00						
N 12	WEWS	10/18/12	10/21/12	M-F 7-730p 7-730p The List	CM	7-730p	---TF--	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	2		\$1,200.00		0.00						
N 13	WEWS	10/18/12	10/21/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	---TF--	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	2		\$1,000.00		0.00						
N 14	WEWS	10/18/12	10/21/12	SA 12a-1a CSI Miami Late SA CSI Miami Late	CM	12a-1a	-----S-	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



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Advertiser   **Ohio House Republican Or**   Product **CAMPAIGN HD-7**

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 14	WEWS	10/18/12	10/21/12	SA 12a-1a CSI Miami Late SA CSI Miami Late	CM	12a-1a	-----S-	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1				\$550.00		0.00			
N 15	WEWS	10/18/12	10/21/12	SU 12a-1a CSI Miami SU CSI Miami	CM	12-1a	-----S	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$550.00		0.00			
N 16	WEWS	10/18/12	10/21/12	NCAA Prime Game NCAA Prime Game	CM	8-1130p	-----S-	:30	1	\$5,500.00	P-3	0.00	NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1				\$5,500.00		0.00			
N 17	WEWS	10/18/12	10/21/12	SU Kaleidoscope SU Kaleidoscope	CM	10-1030a	-----S	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$175.00		0.00			
N 18	WEWS	10/18/12	10/21/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$1,600.00		0.00			
N 19	WEWS	10/18/12	10/21/12	SU 1125p-12a Sports Ext SU 1135p-12a Sports Ext	CM	1135p-12x	-----S	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$650.00		0.00			
N 20	WEWS	10/18/12	10/21/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	---TF--	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	---TF--		2				\$650.00		0.00			
N 21	WEWS	10/18/12	10/21/12	SA-SU GMA 8-9a SA-SU GMA 8-9a	CM	8-9a	-----SS	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----SS		2				\$900.00		0.00			
N 22	WEWS	10/18/12	10/21/12	M-F 430-5am News M-F 430-5am News	CM	430-5a	---TF--	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	---TF--		1				\$400.00		0.00			
Totals														39	\$45,225.00